



Here!

# BAYEP Career Pathway Summit:

*Breaking Barriers to Access Opportunity*



---

KEY INSIGHTS REPORT

# Table of Contents



**TAKE ACTION!**

JOIN THE CONVERSATION by tweeting our key insights! Click on the highlighted text or look for the SHARE buttons to continue the conversation online!

## Executive Summary

**Executive Summary 1**

### 1

1.1	Generating Real Career Pathway Opportunities	5
1.2	Connecting Young Men of Color	5
1.3	Geography: Identifying a Location	6
1.4	Designing an Experience	7
1.5	Training and Outreach	8

### 2

2.1	Summit Attendance & Outcomes	9
2.1.1	Attendance & Outcomes: Young Men of Color	11
2.1.2	Attendance & Outcomes: Re-Entry Population	11
2.1.3	Attendance & Outcomes: Community College Students	12
2.2	Summit Participant Demographics	13
2.3	Characteristics of Interviewees with Job Offers	14
2.4	Participant Exit Survey Results	15

### 3

3.0	Sustain, Amplify and Future Considerations	17
-----	--	----

# Executive Summary

According to U.S. Census data, there are more than 60,000 Young Men of Color (YMoC) in the Bay Area region who are not in school and not working. This disconnected and vulnerable population not only represents untapped potential, but also contributes to more than \$1.4 billion dollars in social and economic burdens, including unrealized U.S. tax revenues. The alarming disconnection of YMoC in the Bay Area has far reaching implications for business competitiveness, including diversity and inclusion goals of companies looking to attract, hire, and retain a more diverse workforce. As companies seek to forge employer-led solutions to address their talent needs (for young adults who normally do not have access to career opportunities) there are increasingly many opportunities to showcase and articulate viable career pathways.

Stabilizing disconnected youth on career pathways remains a major challenge. YMoC who fall into this category are missing key educational and employment experiences, a lack of transportation, and housing. This suggests that employers need to seek and develop new ways of connecting with community-based partners to secure support. By becoming champions of expanding career pathway initiatives, businesses can reap a triple return by increasing their own competitiveness, strengthening their communities, and turning young men of color into a committed workforce.

On October 17, 2017, *The Bay Area Young Men of Color Employment Partnership (BAYEP)*, led by *LeadersUp* and comprised of the *Bay Area Council*, *PolicyLink*, *United Way Bay Area*, *Urban Strategies Council*, and local business and community partners, hosted a career pathway summit at the Marriott City Center in downtown Oakland, CA. The partners created an event that was community-based, accessible to residents of the Bay Area, and open to all job seekers. Moreover, the summit specifically targeted Young Men of Color (YMoC)<sup>1</sup> because research has shown that “strong communities of color are necessary for the nation’s economic growth and prosperity,” and that “companies with a diverse workforce achieve a better bottom line.”<sup>2</sup> However, communities of color also experience higher levels of unemployment, especially Black and Native American communities. Moreover, young men of color have the highest rate of unemployment of those with high school degrees...but less than a bachelor’s degree.<sup>3</sup> The goal of the summit was to break barriers to employment and provide a fair opportunity for all to showcase their talents and potential skills.

*By becoming champions of expanding career pathway initiatives, businesses can reap a triple return...*

 SHARE

<sup>1</sup> YMoC includes individuals who identified as male, 18-29 years of age, and either Black or African American, Hispanic/Latino (non-white), Asian or Pacific Islander, Native American or American Indian, or Multiracial.

<sup>2</sup> PolicyLink: An Equity Profile of the San Francisco Bay Area Region

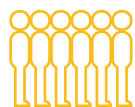
<sup>3</sup> Ibid

*The career pathway summit is a catalytic experience designed to align and accelerate a collective impact amongst employers, young adults, and talent development partners. Employers are provided an opportunity to showcase demand-driven career pathways, while young adults have a chance to discover career pathway options.* To connect industry to the job-seeking community, LeadersUp (first) initiates a robust talent needs assessment process to map out the available career pathways within businesses seeking-to-hire. It provides pre-training and pre-scheduling for the young adults looking to access career opportunities; and facilitates stronger connections to talent-seeking employers. The career pathway summit also becomes a central meeting point with on-the-spot hiring, skill building, mentoring, and intensive career workshops.

To prepare, LeadersUp partnered with twenty-nine Bay Area community-based organizations, known as Talent Development Partners (TDPs)<sup>4</sup>, to coordinate and host our “Winning in the Workplace” labs. Twenty-four labs (in three locations) provided career-training opportunities, including: interviewing, resume building, and networking practice. Prior to the summit, 340 individuals were pre-trained, with three out of five participants being YMoC.

More importantly, the BAYEP Career Pathway Summit offered more than just employment opportunities; it took a holistic approach to provide resources and experiences that would expose participants to their own talents and career ambitions. To build additional support for career pathways, LeadersUp also provided a centralized hub for participants to explore a wide array of topics and innovative activities. Twelve immersive activity zones were curated to provide: empowerment, confidence, and most importantly - accessibility to all young adults in attendance.

*The combined efforts of the diverse organizations and participants resulted in impactful results. In just six hours, the BAYEP Career Pathway Summit realized:*



411

**Attendees (56% YMoC)**



429

**On-the-Spot Interviews,  
Conducted by  
16 Different Employers**



281

**Career Connections Made  
(60% YMoC)**



OVER  
\$4M

**Potential Economic  
Benefits Generated**

**SHARE**

<sup>4</sup> Talent Development Partners: A community based organization, workforce development provider, faith based entity, community college or other partner that works with LeadersUp to source, train, and support opportunity youth for career pathway opportunities.



The following report provides insights about the strategic design of the event; its attendees and their needs; employer partners; and concludes with considerations for the on-going improvement of career pathway initiatives. As a talent development accelerator focused on bridging the divide between businesses looking to find and keep talent, and the 5.5 million young adults who are not in school and not working, LeadersUp is consistently pushing to create career pathways that achieve the triple-bottom-line for employers, young adults, and the communities in which they live and work.

## Discovering the Problem; and the Opportunity

Multicultural buying power in the United States is reaching new heights. Hispanic consumers added \$1.3 trillion to the economy in 2014. African Americans consumers added \$1.1 trillion.<sup>5</sup> To stay relevant in the marketplace, businesses can no longer afford to ignore the rapidly shifting demographic and generational trends.

At the same time, recruiting and retaining talented employees is a major challenge for 53% of U.S. businesses.<sup>6</sup> As of October 30, 2015, there were 5.4 million job openings in the United States.<sup>7</sup> 40% of U.S. employers report difficulty filling jobs and 56% believe that talent shortage has a medium to high impact on the ability to meet their client's needs.<sup>8</sup> To attract and retain the right talent is a true pain point for employers. Millennials, who will make up more than 50% of the workforce by 2020, are employed for an average of two years, compared to five years for Gen Xers, and seven years for Boomers. It costs an average of \$15,000-25,000 for companies to replace every millennial that leaves.<sup>9</sup> All combined, the burgeoning rates of disconnection for boys and men of color, shifting demographic trends, and the emerging talent gap - present an untapped opportunity to increase and improve labor supply which businesses can leverage to their competitive advantage.

The 2014 McKinsey & Company report, "Why Diversity Matters," concludes: "More diverse companies are better able to win top talent and improve their customer orientation; employee satisfaction; and decision making; and all that leads to a virtuous cycle of increasing returns... Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians."<sup>10</sup> With 88% of employers saying: "their future success depends on finding and keeping the right employees,"<sup>11</sup> businesses must shift their practice toward a cost-effective talent recruitment and retention strategy. Our prosperity depends on the ability to build a more diverse workforce by investing in the next generation and giving them a fair chance to succeed.

## Why YMoC

Nationwide, young men of color are more often born into systemic poverty. They grow up in single-parent homes, are more likely to drop out of high school, and have higher unemployment rates than their counterparts. They also have vastly disproportionate rates of incarceration. In the Bay Area, at all levels of education, whites have a higher median wage than people of color. Additionally, median hourly wages for Latino and African American workers have declined since 2000, while having increased for whites, indicating a growing wage gap. Moreover, Latino immigrants are the least likely to be in "high opportunity" jobs, followed by African Americans, and U.S. born Latinos.<sup>12</sup> The Center for Law and Social Policy reports that young males of color have limited exposure to career opportunities through work experiences, internships, apprenticeships, and other work-oriented activities.<sup>13</sup>

5 Multicultural Economy Report, 2014, Selig Center for Economic Growth at The University of Georgia Terry College of Business.

6 Bridgeland, Milano and Rosenblum, 2011. Across the Great Divide: Perspectives of CEOs and College Presidents on America's Higher Education and Skills Gap. Civic Enterprises & Corporate Voices for Working Families.

7 Job Openings and Labor Turnover Summary Report, October 2015, U.S. Bureau of Labor Statistics

8 Talent Shortage Survey Research Results, 2014, Manpower Group.

9 Lynch, A. 2008. ROI on Generation Y employees. Bottom Line Conversations, LLC.

10 Why Diversity Matters, 2015, McKinsey & Company.

11 Maddock Douglas, 2012, NOP Segmentation Report Out.

12 An Equity Profile of the San Francisco Bay Area Region, 2015, PolicyLink.

13 Investing in Boys and Young Men of Color: The Promise and Opportunity, 2013, Center for Law and Social Policy, Robert Wood Johnson Foundation.

Moreover, in the Bay Area, about one in nine youth are not in work or school, placing the region...113th out of the largest 150 metro areas for the highest number of opportunity youth.<sup>14</sup> According to key findings from Measure of America's June 2015 report, "Zeroing in on Place and Race," youth disconnection rates vary disproportionately by race. At the national level, the youth disconnection rate is 21.6% for African Americans, 20.3% for Native Americans, and 16.3% for Latinos, compared to markedly lower rates for disconnected whites (11.3%) or Asian Americans (7.9%).

In nine metro areas across the U.S., at least one in four black youth are disconnected. In ten metro areas, at least one in five Latino youth are disconnected. These rates of disconnection do not align with the reality of where the U.S. demographics are headed. According to the latest U.S. Census Bureau report, more than half of the children born in the U.S. are expected to be part of a minority race or ethnic group by 2020; and just 36% of all children will be single-race non-Hispanic white by 2060, compared with 52% today. The Bay Area is already a minority majority region and these numbers are growing. In the Bay Area, the percentage of people of color has increased from 34% to 58% between 1980 and 2010. The population of people of color soared more than three times the overall growth rate in Alameda and Contra Costa counties, where youth are leading the demographic shift. Today, 69% percent of Bay Area youth (under age 18) are people of color, compared with 42% percent of the region's seniors (over age 64).

## About BAYEP

LeadersUp leads the Bay Area Young Men of Color Employment Partnership, a cross-sector partnership comprised of Bay Area Council, LeadersUp, PolicyLink, United Way of the Bay Area, and the Urban Strategies Council. Our goal is to bridge the opportunity divide between YMoC and employers. Partners work together to develop a scalable model that meets the unique needs of this population and engage businesses that must tap into this new pipeline to meet their talent demands. This joint venture is unique and different because it stems from a cross-sector strategy that builds on initiatives already taking place in the Bay Area, where committed organizations are leading the way to mobilize communities into action and create sustainable employment pathways.





# Designing the BAYEP Career Pathway Summit

## EQUITY, ACCESS & INCLUSION

### 1.1 *Generating Real Career Pathway Opportunities*

As a part of the onboarding process for employers, LeadersUp conducted a thorough talent needs assessment to determine: basic qualifications, desired core competencies, and required hiring and onboarding processes - in order to prepare and communicate with job seekers prior to the summit. Companies were queried about starting wages, desired job qualifications, promotional opportunities, and the amount of time it takes to grow within a company. Based on this input, career pathways were designed to find and keep talent.

As companies are having an increasingly difficult time finding and keeping talent, the BAYEP Career Pathway Summit provided employers the opportunity to map their own career pathways. With definable pathways, each company was able to showcase their own benefits, perks, and work culture in the summit's career exploration area. This area provided companies and job seekers with a networking space to match up mutual interests - prior to the interviews. Young adults were able to explore and learn about different sectors and industries, allowing them to connect with different employers and encourage career pathway formations. Similarly, employers were able to connect with and assess the variety of skills and talents of the young adult talent pool.

### 1.2 *Connecting Young Men of Color*

The Bay Area is home to nearly 60,000 YMoC who are not in school and not working. This number is about 12% of the total young male (18-29) population in the region.<sup>15</sup> In addition, one in three YMoC are disconnected and live below the poverty line.<sup>16</sup> So our focus on YMoC is critical, as they make up nearly 67% of the disconnected population. There are also differences within groups when looking at race and ethnicity:

For the economy, investing in disconnected YMoC means an improvement of \$9,800 per young adult in earned wages, \$1,680 in paid taxes, and \$12,220 of freed government resources. Each young adult has the potential to add over \$23,000 a year in economic benefits.<sup>17</sup> For the Bay Area region, investing in YMoC can possibly realize a return of \$1.4 billion a year for the local economy.

<sup>15</sup> ACS 2015

<sup>16</sup> Ibid

<sup>17</sup> Economic Value of Opportunity Youth

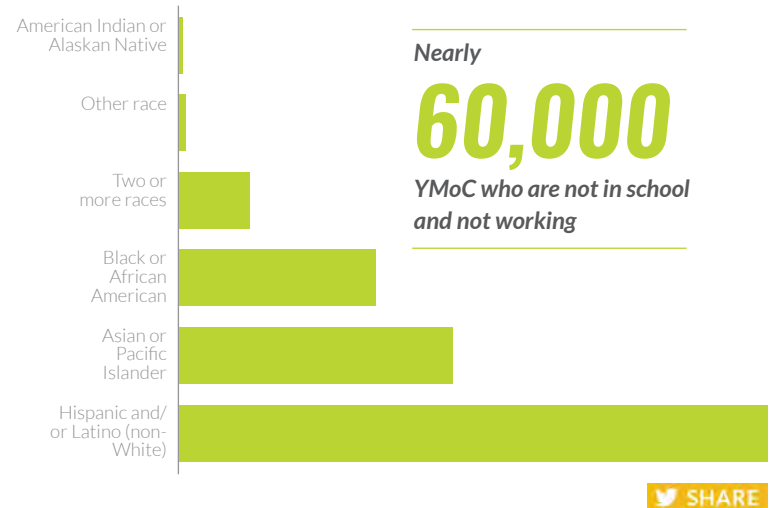


Within the Bay Area, roughly 8% of the population is Black or African American, and 21% is Latino.<sup>18</sup> Moreover, studies have shown that compared to other races, young men of color have a disproportionately higher rate of unemployment.<sup>19</sup> Blacks and Latinos have less access to high opportunity jobs, limiting their ability to progress along a career pathway.<sup>20</sup> The Bay Area also presents an environment of growing costs and rising prices: 35.7% of men of color do not earn enough to cover their basic needs.<sup>21</sup>

Given the dire need to focus on Young Men of Color, the BAYEP Career Pathway Summit worked with Talent Development Partners across the Bay Area to focus on the common goal of ensuring equity and equal access to resources and opportunities that are pertinent to securing and retaining employment. To mitigate such barriers, LeadersUp not only provided career trainings prior to the summit, but also ensured that trainees had access to interviews with employers and professional resources on the day of the event. Ultimately, the summit activated cross-sector relationships with young men of color, mentors, employers, community organizations – and more.

## THE BAY AREA ACS SURVEY RESULTS 2015

### Males, 18-29 years old, Not in School, Not Working



## 1.3 Geography: Identifying a Location

Accessible transportation has been an ongoing and considerable challenge for young adults served by LeadersUp. Nearly one in three event participants cited transportation as a top requirement to sustain employment. For many, the lack of reliable transportation and limited job opportunities, create a formidable barrier to finding and keeping a career.

To mitigate the transportation challenge, LeadersUp selected the Marriott City Center in downtown Oakland to serve as the BAYEP Career Pathway Summit venue. Situated next to 12th Street BART Station and several bus lines (40 & 1), the Marriott is located at a central transportation transfer point, and highly accessible to public transit users in the Bay Area. From a community standpoint, the hotel is also next to the training facility for the two-time NBA Champions, the Golden State Warriors.

<sup>18</sup> Bureau of Labor Statistics

<sup>19</sup> Bureau of Labor Statistics

<sup>20</sup> Policy Link

<sup>21</sup> United Way Bay Area



## 1.4 Designing an Experience

In recognizing the barriers that YMoC face, the summit provided many opportunities via activity zones where participants had access to a wide range of career resources:

- **Mock Interview, Resume and Application Zones:** Attendees received professional help on resume creation and feedback on how to improve communication skills.
- **Career Exploration Zone:** Bay Area companies such as Chevron, Lyft, Kaiser Permanente, San Francisco Giants, San Francisco Public Utilities Commission, and San Francisco International Airport (SFO), were provided with an opportunity to market their career pathway opportunities to attendees.
- **Champion Zone:** Sponsored by Kaiser Permanente, attendees were provided resources to create a professional demeanor, including haircuts, suits and ties, and access to tools that focused on mental, emotional, and spiritual care.
- **Financial Coaching Zone:** Hosted by Prudential and volunteers from Union Bank, attendees learned about financial empowerment; and received one-on-one budgeting and financial literacy training.
- **Generation Tech Zone:** Sponsored by Microsoft, attendees experienced a gallery walk that showcased the latest technology trends, received profile set up assistance, and professional headshots from LinkedIn.
- **Empowerment Zone:** Attendees listened to advice from motivational speakers, career experts, and listened to stories from local artists.
- **Mentorship Zone:** Provided extra support for attendees who sought more advice and one-on-one exchanges to find out about pursuing a career.
- **On-The-Spot Hiring Zone:** Potential employers interviewed attendees.
- **Young Men of Color participated in the pinning ceremony and were inducted as members into the Bay Area Young Men of Color Employment Partnership.**
- **Attendees also received additional support in literacy, elevator pitches, and other skills that would provide them with confidence to prior to their interviews.**



## 1.5 Training and Outreach

In preparation for the event, LeadersUp partnered with twenty-nine workforce development agencies and community-based organizations from across the Bay Area to train 340 individuals with professional work-ready interview skills and resume development with our Winning in the Workplace Labs.

The Winning in the Workplace Lab (WiW) is a 4-hour training designed to: prepare job seekers with the relevant skills to network with employers, create a sense of confidence in interviews, and build resumes that showcase their tremendous talent potential. Created by LeadersUp, the curriculum is based on the P.O.W.E.R. Skills workshop, which incorporates all the skills needed to succeed in the workplace. P.O.W.E.R. stands for: Perseverance & Grit; Orientation Towards Goals, Actions & Results; Work Ethic & Values; Effective Communication; and Relationships & Teamwork. Each participant was trained and assessed through a mock interview circuit that evaluates them for each of the P.O.W.E.R. categories.

Based on previous young adult feedback and an increased demand for mock interview skills, LeadersUp also piloted On-the-Spot training with Digital Lab to expand the reach of mock interview training opportunities. To provide career training in small but impactful doses, our new On-the-Spot training included a 30-minute mock interview session, followed by immediate feedback from the LeadersUp Talent Solutions team. In addition, the Digital Lab catered to attendees who were physically unable to participate (due to transportation or schedule constraints) at in-person training opportunities. The lab offered a five-video circuit on the WiW Lab materials, resume submission, and a mock interview via video conference call.

LeadersUp liaised with a network of partners to reach job seekers, invited them to participate in the trainings, and distributed outreach materials about the career event. To help spread the word, an outreach team participated in local community events, including First Friday Oakland. LeadersUp also created the BOSS Up Challenge, a social media campaign geared towards encouraging young adults to display their skills and talents at the Summit. As a result, over 1,000 individuals registered for the event through the coordinated efforts of our digital outreach and word-of-mouth.



**PERSEVERANCE  
& GRIT**



**ORIENTATION  
TOWARDS GOALS,  
ACTIONS & RESULTS**



**WORK ETHIC  
& VALUES**



**EFFECTIVE  
COMMUNICATION**



**RELATIONSHIPS  
& TEAMWORK**

# 2

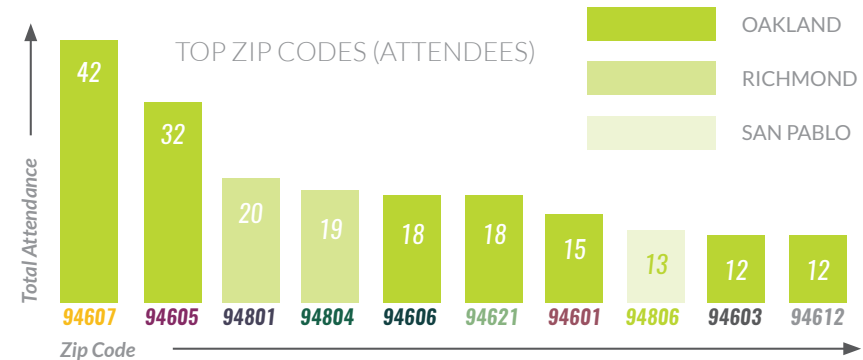
## Deploying our Talent Solution: The Career Pathway Summit

## IMPACT, OUTCOMES & TAKEAWAYS

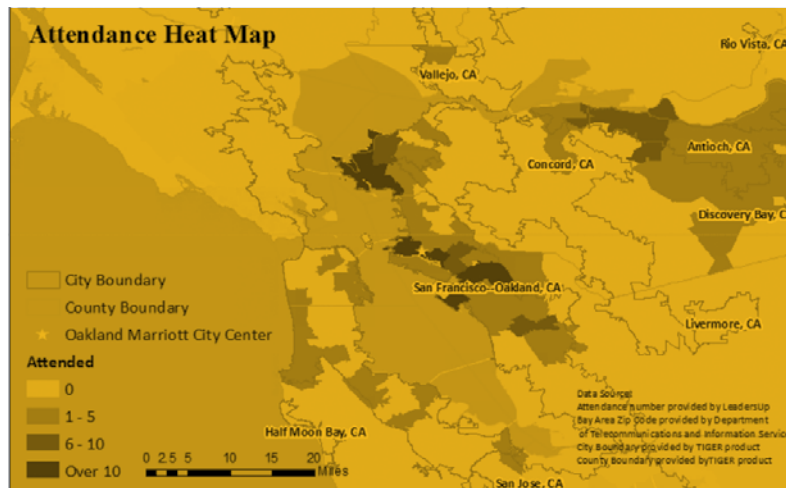
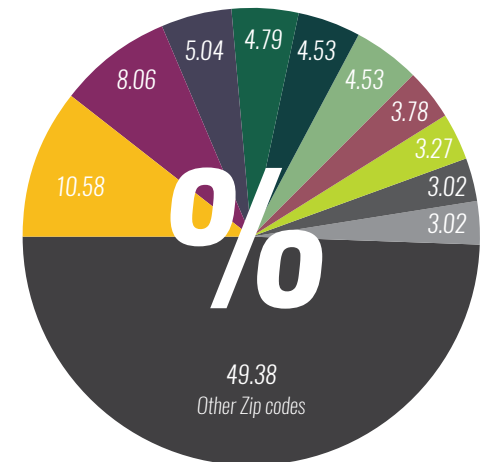
### 2.1 Summit Attendance & Outcomes

Representing a wide area of the Bay Area region, 411 individuals participated in the October 2017 BAYEP Career Pathway Summit. Among the participants, the top zip codes/cities were mostly in the East Bay, with Oakland in Alameda County, and Richmond in Contra Costa County, contributing to the highest numbers. Attendees received 281 career connections from (16) Bay Area employers.

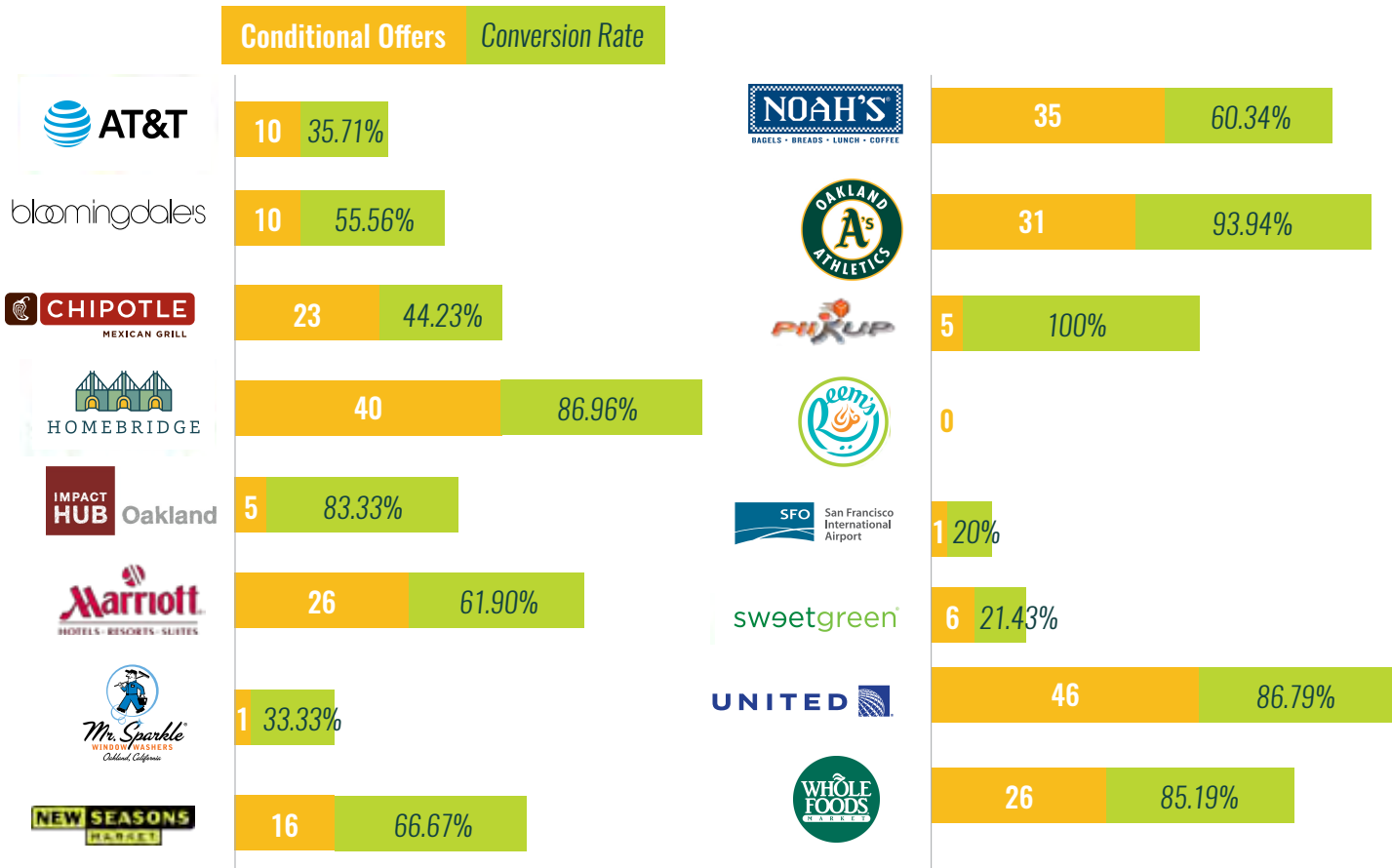
On average, attendees received a 65% conditional offer rate, and employers generally found BAYEP job seekers qualified and ready to work for their companies. Employers cited seeing a “very diverse applicant pool as far as skills and talent” and described attendees as “youthful, eager job seekers ready-to-go.” Moreover, employers enjoyed the “incorporation of technology” in submitting live interview outcome results at the conclusion of each interview. As far as improving the event, some employers acknowledged a need for “more diversity in (the) geographical location candidates reside in,” and “more relevant experience.”



TOP ZIP CODES (PERCENTAGES)



Out of a total of sixteen employers, a few contributed to a large percentage of conditional offers: HomeBridge Financial Services, Noah's New York Bagels, United Airlines, and Chipotle comprised an impressive 121 job opportunities, totaling over 40% of all offers at the event. Moreover, Piikup (100%), Oakland Athletics (93%), and HomeBridge Financial Services (87%) provided the highest interview-to-offer conversion rates. The employer pool allowed participants to not only interact with different sectors, but also with companies of smaller sizes such as Piikup and Reem's. Thus, diversity of company size and industry was also a positive and important component of the BAYEP experience for employers and young adults, who both cited their interactions to be the top activity of the day.



### 2.1.1 Attendance & Outcomes: Young Men of Color

Due to the disproportionate number YMoC who experience disconnection from both work and school, they were the principal target audience for the BAYEP Career Pathway Summit. As a result of the partnerships made for the event, YMoC comprised 56% of the event attendance, and about 60% of the total career connections made at the summit.

Of the YMoC who attended the event, 9% are currently enrolled in high school, 16.6% are enrolled in community college, and 5.3% are enrolled in a four-year university.

Young Men of Color between the ages of 18-29 comprised 56% of the summit attendance, but captured 60% of the total career connections. Participants with a high school degree - who received job offers - had the largest representation at 57%, followed by those enrolled in community college or trade school at 16.5%. These values are slightly different compared to the overall educational attainment trend of all those who received offers, where 45% have a high school degree and 20.6% are enrolled in community college. Thus, for YMoC with high school degrees, there was a 12% higher rate of those receiving job offers compared to the overall group.

#### YMoC Statistics



### 2.1.2 Attendance & Outcomes: Re-Entry Population

In partnership with BOSS, Catholic Youth Organization (CYO), and the Center for Employment Opportunities (CEO), LeadersUp also extended its outreach to the re-entry population by providing training to participants specifically concerned about re-entry and background issues. Moreover, to work with this group and to ensure adequate job opportunities, LeadersUp partnered with eleven re-entry friendly employers who were committed to California's Ban the Box policy. This policy prevents employers from asking about an applicant's criminal history and background information until an offer of employment has been made.

Information gathered through the exit survey included questions about difficulties for ex-offenders in getting past the application phases. These include: background checks, drug screenings, and the availability of re-entry support resources. 18% of the total attendance at the summit could be considered re-entry population. As a whole, the group produced a 68% interview-to-offer rate, which is similar to the rate of overall attendees. This was a positive result for the (74) re-entry and systems-impacted individuals who attended the BAYEP Career Pathway Summit. They received 50 career connections.

In terms of demographics, about 81% of re-entry attendees were Black or African American, followed by 6% who registered as Hispanic or Latino. The majority of these individuals were males between the ages 18 and 34. They represented our target population. At least 82% of them graduated from high school, and 40% have some degree of post-secondary education.

With direct access to friendly employers, the re-entry attendees at the BAYEP Career Pathway Summit successfully secured conditional offers. The interview-to-offer ratio of around 68% is on par with the general attendee population. Thus, LeadersUp highlights the value of providing access to job opportunities that remove the initial barriers, such as the application screening processes, to pave the way for re-entry applicants. The BAYEP Career Pathway Summit not only solidified opportunities for its re-entry population, but it also provided an extraordinary example of the impact of removing such barriers.

### 2.1.3 Attendance & Outcomes: Community College Students

To host their Winning in the Workplace labs, LeadersUp partnered with three community colleges from the Bay Area: Laney College retained individuals from Oakland, located in Alameda County; Skyline College delivered in San Bruno, located in San Mateo County. Skyline also retained individuals from the San Francisco Peninsula, and Berkeley City College retained individuals from the East Bay and northern Alameda County.

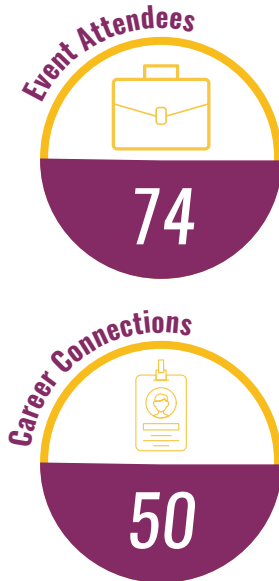
Twenty-four individuals were trained from the community colleges, and eight participants attended the Career Summit event, where more than half received job offers

Despite the event numbers above, examining the registration and education status at large, illustrates the need for a career summit:

- **Of those registered, 223 individuals (20%) are currently enrolled in community college.**
- **Of those who attended, 71 individuals (17%) are currently enrolled in community college.**

Most community college participants displayed positive results at the summit, with about 80% of participants receiving conditional offers, suggesting a greater need from employers for their skills and talent.

#### Re-Entry Statistics



#### Community College General Statistics<sup>22</sup>

	Laney College	Skyline College	Berkeley City College	Total
Registered	45	16	0	61
Trained	27	6	20	59
Event Attendees	11	0	8	19
Conditional Offers	14	0	12	26

<sup>22</sup> These individuals listed the community college as their community organization affiliation and are currently enrolled in community college.

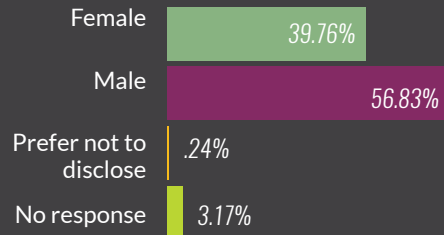
## 2.2 Summit Participant Demographics

The typical attendee was male, between the ages of 18-34, Black or African American, and a high school graduate:

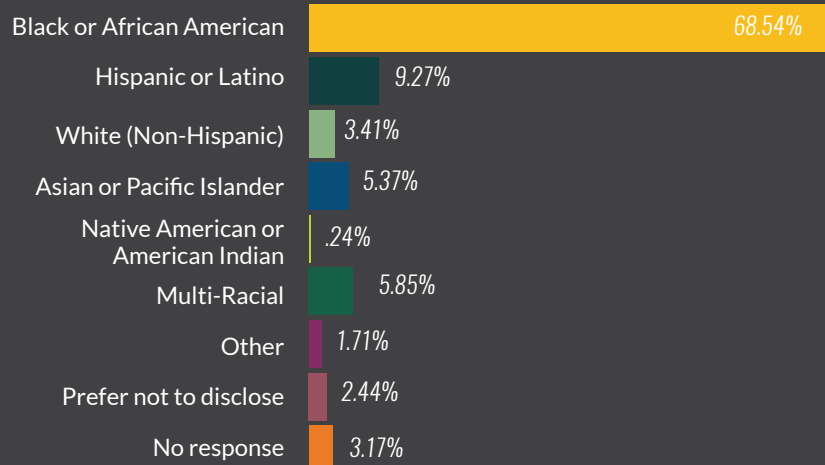
- 57% of the attendees identified as males
- 75% of them were between the ages of 18-34; with 35% between the ages of 18-24
- 69% identified as Black or African American
- 39% finished high school

Moreover, in terms of disconnection, 13% of all attendees reported being out of school and out of work for over a year. Geographically, the East Bay region was largely represented with 43% of attendees coming from Oakland, 10% from Richmond, 5% from Berkeley, and 5% from San Leandro, to name a few. The remaining numbers, although not as large, were from as far as Antioch, located in Contra Costa County, and closer cities such as San Francisco and Daly City, located south of San Francisco.

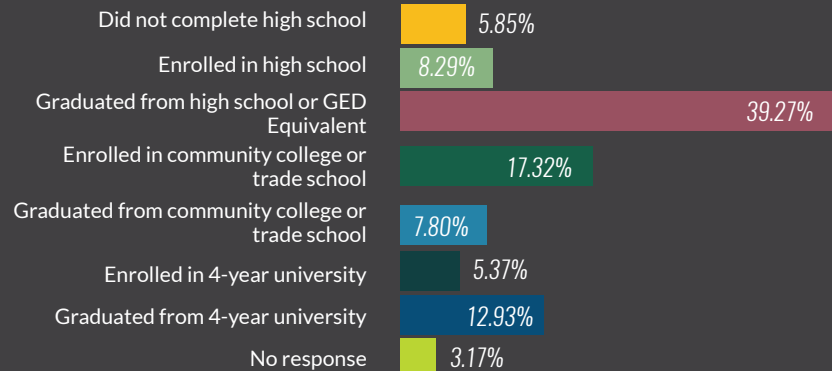
### GENDER



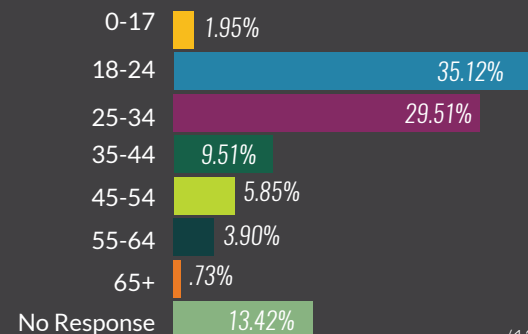
### RACE/ETHNICITY



### EDUCATIONAL ATTAINMENT



### AGE





	Did not receive offer	Received Offer	Total
<b>Gender</b>			
Female	35%	43.9%	41.7%
Male	65%	56.1%	58.3%
<b>Total</b>	100%	100%	100%
<b>Race</b>			
Asian or Pacific Islander	1.7%	5%	4.2%
Black or African American	70%	71.1%	70.8%
Hispanic or Latino	13.3%	7.2%	8.8%
Multi-Racial	3.3%	8.3%	7.1%
Native American or American Indian	0%	0.6%	0.4%
Other	1.7%	1.7%	1.7%
Prefer not to disclose	3.3%	2.2%	2.5%
White (Non-Hispanic)	6.7%	3.9%	4.6%
<b>Total</b>	100%	100%	100%
<b>Education Status</b>			
Did not complete high school	13.3%	2.2%	5%
Enrolled in high school	10%	9.4%	9.6%
Graduated high school or GED equivalent	36.7%	45%	42.9%
Enrolled in community college or trade school	15%	20.6%	19.2%
Graduated community college or trade school	6.7%	8.3%	8.9%
Enrolled in 4-year university	6.7%	5%	5.4%
Graduated from 4-year university	11.7%	8.9%	9.6%
<b>Total</b>	100%	100%	100%
<b>Age Group</b>			
0-17	1.7%	1.6%	1.6%
18-24	46.7%	38.2%	40.2%
25-34	18.3%	33.3%	29.7%
35-44	8.3%	9.1%	8.9%
45-54	8.3%	3.2%	4.5%
55-64	8.3%	3.8%	4.9%
NA	8.3%	10.8%	10.2%
<b>Total</b>	100%	100%	100%

## 2.3 Characteristics of Interviewees with Job Offers

The majority of attendees who received job offers were male, Black or African American, and between the ages of 18-34, which is reflective of the overall attendee demographics.

In terms of educational attainment, 45% of those with job offers had finished high school, and 20.6% are currently enrolled in a community college or trade school. Compared to the overall demographics, these two groups were overrepresented in the job offer category. However, those without a high school degree performed slightly lower in terms of job offers with only 2.2% receiving job offers despite comprising 6% of the total attendees. In addition, attendees with four-year university degrees followed a similar pattern with receiving lower numbers of job offers.

These results may indicate that those with a higher education status may have attained greater interview or job-ready skills and therefore have greater success at obtaining offers. However, the positive trend comes to a halt when four-year university degrees are considered. This may suggest the range of educational requirements that the employers were hiring for, which appear to be entry-level to mid-level in terms of skills, and not requiring a college degree.

(Respondents can make multiple choices)	Experience	Interest
Construction	33.33%	31.11%
Manufacturing	14.44%	13.33%
Retail Trade	36.67%	27.78%
Transportation and Warehousing	24.44%	17.78%
Information Technology	13.33%	20.00%
Banking and Finance	5.56%	16.67%
Real Estate	3.33%	10.00%
Education	15.56%	23.33%
Health Care	11.11%	26.67%
Arts, Entertainment, and Recreation	28.89%	35.56%
Accommodation/Hospitality and Food Services	34.44%	24.44%
Public Service (government, non-profit, etc.)	18.89%	25.56%

## Duration of Unemployment

	%
Less than 3 months	34.4%
More than 5 years	2.2%
N/A; I am currently employed	26.7%
Up to 1 year	13.3%
Up to 2 years	4.4%
Up to 3-5 years	4.4%
Up to 6 months	14.4%

## Reason for Leaving Last Job

	%
I quit	28.4%
I got laid off	12.4%
The job ended/closed	42.0%
I got terminated	7.4%
Never had a job	3.7%
Currently working	3.7%
Not applicable	2.5%

## 2.4 Participant Exit Survey Results

Following every summit, LeadersUp asks participants to complete a survey: on their career experiences, opinions about the event, interests, and the resources needed. This survey helps LeadersUp capture critical information from the perspective of the young adults attending the summits. This data is used to improve and shape future summits, and develop talent solutions initiatives. For the BAYEP Career Pathway Summit, the feedback/exit survey had a 22% response rate from the 411 attendees.

According to survey results, most participants had experience in the following industries: Retail Trade; Accommodation/Hospitality and Food Services; and Construction. For career interests, respondents reported: Arts, Entertainment, and Recreation; Construction; Retail Trade; and Health Care as their top choices. In terms of discrepancies between experience and interest, respondents reported less experience, but more interest in: Arts, Information Technology; Entertainment and Recreation; Banking and Finance; Real Estate; Education; Health Care; and Public Service.

About 34% respondents have been unemployed for less than 3 months, and 26% are currently employed. Of those who are unemployed, the top cited barrier to obtaining a job was: “Not enough jobs available where I live, and/or the jobs are too far away,” suggesting a spatial mismatch between areas of residence and employment opportunities. As such, 30% of respondents reported transportation being a barrier. The second top cited barrier was: “The wages are too low,” which also became apparent in “housing” (36%) and “assistance with living costs” (27%) being selected as needed resources among respondents.

Lastly, the most popular activities for respondents during the event included: Career Exploration (networking with employers), Mock Interview, and Dress for Success zones. This suggests an overarching need for accessibility. Specifically, accessibility to employers to explore career opportunities and industries which young adults reported having transportation conflicts with and accessibility to professional resources such as career development skills and business attire.

## 2.4 Participant Exit Survey Results

### *Cited Barriers to Finding/Keeping a Job*

Barrier to Job	%
Not enough jobs available where I live, and/or the jobs are too far away	37.8%
Not enough jobs that interest me/relevant to my career goals	20.0%
Not enough resources for career growth (interview skills, resume help, etc.)	12.2%
Not enough resources available to keep a stable job (transportation, child care, etc.)	14.4%
Lack of skills that employers are looking for (work experience, skills, education, etc.)	17.8%
Too difficult to get past the application phase (background checks, drug screenings, etc.)	14.4%
The wages are too low	26.7%
The benefits are too few	13.3%

### *Resource Needed*

Resource	%
Education	46.7%
Transportation	30.0%
Child care	6.7%
Housing	40.0%
Healthcare	25.6%
Foster care support	3.3%
Assistance with living costs (rent, food, utilities, etc.)	28.9%
Re-entry support for ex-offenders	5.6%
None of the above	14.4%

### *Top Summit Activity*

Activity	%
Interacting with employer	83.3%
Mock interviews	47.8%
Tech zone	25.6%
LinkedIn Learning	13.3%
Dress for Success	54.4%
Financial Literacy	16.7%
Nothing stood out to me	2.2%
I haven't been to a hiring fair before	12.2%

# 3

## *Sustain, Amplify and Future Considerations*

The BAYEP Career Pathway Summit was intentionally designed around removing barriers to employment, especially as it relates to accessibility around careers, professional development, and resources. From the geographical location of the summit, to the resources provided before and during the day of the event, the BAYEP Career Pathway Summit not only produced impactful employment outcomes, but also highlighted the enormous talent potential of all participants involved – especially YMoC and the re-entry population.

Despite facing higher rates of unemployment, YMoC represented 60% of all career connections at the summit. Moreover, the re-entry population had comparable rates of receiving job offers: 68% compared to overall attendees, 40% of whom have post-secondary education levels. In addition, because nearly 40% of the participants' experience availability of jobs as a top barrier to employment, it is critical that initiatives such as the BAYEP Career Pathway Summit seek to reduce and mitigate these challenges around accessibility. In a follow up to the event, young adults belong to part of the P.O.W.E.R. Up Network that meets monthly to support their transition into career pathways and advance their personal, professional and educational goals.

For Talent Development Partners involved in developing young adults with any capacity, it is important to ensure that program efforts be connected directly to intended outcomes. LeadersUp discovered that by directly connecting WiW lab participants to interview opportunities, summit attendance increased by 42% compared to a previous summit (26% vs. 37%). By setting up and providing trained young adults with one-on-one interviews with employers, participants were more likely to show up and effectuate their training experiences – although only 30% of summit attendees were lab trainees, they represented and outstanding 47% of all job offers. The talent pool at the summit displayed enormous potential by securing jobs that resulted in 281 career connections.

Thus, it is critical that young adults are not only provided career-building resources, but also the connections and platforms to produce the intended outcomes of these resources. Finally, talent development partners will participate in a network that meets to 1) address career advancement challenges that arise amongst young adults, 2) share evidence-based practices, and 3) engage in innovating effective solutions to address barriers.

In terms of accessibility and connections, it is critical for employers and companies to establish a stronger physical presence in local communities where potential talent awaits opportunities. As seen through the summit attendance, local job seekers represented a wide range of backgrounds, education levels, interests, and experiences. Thus, these regions represent an untapped source of diverse and skilled talent of our future workforce.

Currently, research has shown that “strong communities of color are necessary for the nation’s economic growth and prosperity,” and that “companies with a diverse workforce achieve a better bottom line.”<sup>23</sup> Employers are at the forefront of creating the foundation needed for a strong future economy. Interested employer partners are invited to be a part of the Future at Work Leadership Network of committed employer partners engaging in thought leadership and sharing on better ways to advance diversity and inclusion goals.

The BAYEP Career Pathway Summit presented a shared experience and common ground for young adults, community organizations, and employers: to come together and produce positive and impactful results. It is a social and economic imperative to join together all stakeholders who can play a direct role in further developing the career pathway continuum. The summit highlighted the opportunities and outcomes that could be realized through strong collaboration, partnerships, and a common goal towards providing career pathways for all job-seekers in the diverse Bay Area communities.

